



communication workgroup

Minutes

June 15, 2001

State Corporation Commission

10a.m - noon

Attendance

Members:

Sandy German (UVa), Steve Kelliher (Department of Transportation), Paul Lubic (E-Gov't), David Nims (E-Gov't), Gerry Pacyna (State Corporation Commission), Jerry Simonoff (DTP), Tracy Smith (VIPNet), Jenny Wootton (E-Gov't), Chair: Joy Hughes (GMU)

Presenters, Guests, and Representatives:

Brian Mason (Department of Technology Planning)

Members Absent:

Anne Atkins (Department of Motor Vehicles), Cheryl Clark (Department of Motor Vehicles), Dave Molchany (Fairfax County) Leslie Carter (DIT), Patti Higgins (TAX), Erin Linton-Wright (VIPNet)

Welcome and Opening Remarks

Joy Hughes convened the meeting of the Communications Workgroup at 10am.

Meeting Objectives

To assist the E-Gov't Office with planning the COVITS conference.

Covits

Discussion

Target Market: Jenny Wootton informed the workgroup that the Secretary's Office has decided that the key group that needs to attend is the top leadership of local governments, as well as agency heads, and influencers and decision-makers from agencies, K-12 education, and higher education. The group discussed content that could be of interest to this market. Consensus is that COVITS is a major opportunity for local leaders to connect with people who can help them achieve seamless e-government -- vendors, state agencies that have information to share, COTS members who can discuss topics such as the needed architecture, security, content, etc.

Theme: The group suggested the COVITS theme be designed to emphasize this. Suggestions included "explore the connections", "making connections", "getting connected".

Content: Jerry Simonoff suggested the conference have a customer relationship management (CRM) track and the group concurred. Steve Kelliher offered some suggestions for energy-generating music.

Awards: The group would like the judges to receive instructions to emphasize partnerships across sectors of government and the private sector and to make sure that each member of the partnership receives an award. The group recommended limiting industry nominations to projects that have promoted economic development for the Commonwealth or assisted public sector partners.

Logo: The group suggested the buildings chosen be more representative of e-communities (e.g. a small business should be included)

Adjourn

The meeting was adjourned at 11:45am

Next Meeting

July 13th and August 10th, from 10am to noon in the 7th floor conference room of SCC, 13th and Main St.

Respectfully Submitted,

Joy R. Hughes, George Mason University